

For more information:
www.horse-event.nl

16-19
October
2020



HorseEvent

Due to the relaxation of the Corona measures, Horse Event 2020 can take place yet on Friday 16, Saturday 17, Sunday 18 and Monday 19 October at Expo Haarlemmermeer. The visitor capacity has to be reduced and largely compensated by the addition of extra eventdays. The ticket sales will start with October 16 to 19, Thursday October 15 is in option as an extra day. The event keeps its concept with the familiar arenas and the promo village inside and outside. In order to obtain an even spread over the week and weekend days, the autumn holiday is chosen, with Thursday and Friday being part of the North Region holiday and Monday being part of the Mid and South Region holiday.

	Visitors 2019	Capacity 2020
Thursday	-	7.500
Friday	7.900	7.500
Saturday	17.500	7.500
Sunday	17.500	7.500
Monday	-	7.500
Total	42.900	37.500

Youth, recreationist, athlete, professional

The broad target group that Horse Event focuses on remains an important focus point. After all, the wide variety of horse lovers makes the event unique. The focus is on offering educational clinics and

high-quality shows. For the trade fair, Horse Event strives for a great diversity in the range of stands aimed at the four target groups: youth, recreational, sports and professional.

1.5 meter proof

Horse Event closely follows all regulations, for example there is a triage (health check) at the entrance and a clear walking direction is indicated. The grandstands will be adapted, the sanitary facilities will be expanded and disinfection displays will be installed.

25% discount on stand prices

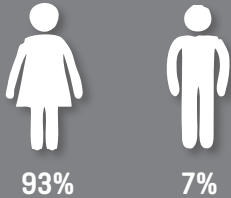
To ensure the 1.5 meter rule also in the stands, the minimum stand size is 5x3 meters and we advise all exhibitors to furnish the stands spaciouly. To compensate for the visitor capacity and to stimulate a broader stand design, a discount of 25% is granted on the regular stand prices.

Visitor analysis see pag 2.

Will you be there?

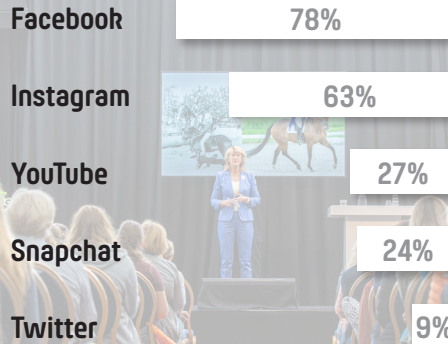
In order to reach the versatile target group, Horse Event offers stands with uniform stand construction in the halls and pagoda tents in the outdoor area. The organization is happy to advise you in choosing your stand and location and can assist you with facility matters. For more information, go to www.horse-event.nl/zakelijh.

TARGET GROUP

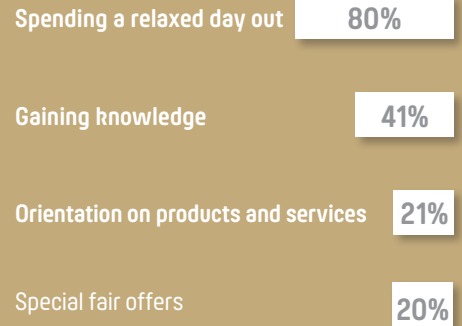


The average age is 37 years
22% is younger than 20 years old

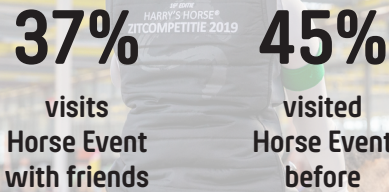
SOCIAL MEDIA



REASON OF THE VISIT



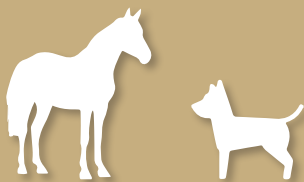
VISIT HORSE EVENT



TYPE OF RIDER

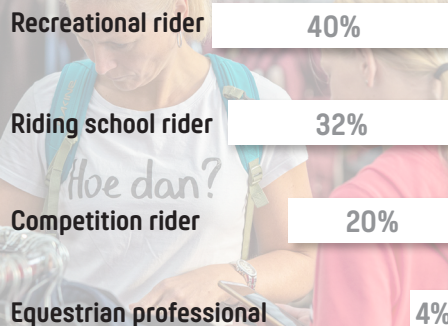


HORSES AND DOGS



39% owns one or more horses
15% has these horses at home
21% has a lease horse
45% of the visitors have a dog

TYPE OF VISITOR



DURATION OF VISIT



33% visits the event between 5-7 hours
53% visits the event longer than 7 hours

Organisation:

Horse Event is a project of Academy Bartels Event Management,
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